

NAB Form PB-16 Candidates

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WRAL-TV Raleigh

Date:

11/2/12

I, Jessica Murraybeing/on behalf of: David Rouzer, a legallyqualified candidate of the Republican politicalparty for the office of: Congress NC - 07in the generalelection to be held on: 11/6

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges:

\$29,810 g / \$25,338.50 w

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NAB Form PB-16 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

David Cruz for Congress

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Heather Ford

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

To Be Signed By Candidate or Authorized Committee

11/21/12

Date

J. Murray

Signature

To Be Signed By Station Representative

☒ Accepted

☐ Accepted in Part

☐ Rejected

Dave Lyles

Signature

Dave Lyles

Printed Name

Sales manager

Title

NAB Form PB-16 Candidates

CANDIDATE CERTIFICATION

In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:

I, Jessica Murray
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the **radio** programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☒ the **television** programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

J. Murray
signature of candidate or authorized committee

Jessica Murray
printed name

11/2/12
date

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Strategic Media Services
3299 K. Street NW
Suite 200
Washington, DC 20007

<u>Contract / Revision</u> 120263 /		<u>Alt Order #</u> 6402873
<u>Product</u> 11/2-11/6		
<u>Contract Dates</u> 11/03/12 - 11/06/12		<u>Estimate #</u>
<u>Advertiser</u> David Rouzer for Congress		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WRAL	<u>Account Executive</u> Cheryl Blair	<u>Sales Office</u> Washington Tel
<u>Special Handling</u> CIA - Mark PAID		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	11/05/12	11/06/12	WRAL 4:30am News	4:30a - 5am		:30			NM	2	\$200.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$100.00			
N 2	WRAL	11/05/12	11/06/12	WRAL 5am News	5am - 5:30a		:30			NM	2	\$800.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$400.00			
N 3	WRAL	11/05/12	11/06/12	WRAL 5:30AM News	530-6a		:30			NM	2	\$1,330.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$665.00			
N 4	WRAL	11/05/12	11/06/12	WRAL AM News	6-7a		:30			NM	2	\$1,800.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$900.00			
N 5	WRAL	11/05/12	11/06/12	CBS This Morning	7am - 9am		:30			NM	2	\$1,330.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	MT-----				2	\$665.00			
N 6	WRAL	11/05/12	11/05/12	5:00 First News	5-530p		:30			NM	1	\$1,780.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,780.00			
N 7	WRAL	11/05/12	11/05/12	5:30 News	530-6p		:30			NM	1	\$1,780.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,780.00			
N 8	WRAL	11/05/12	11/05/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,225.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$2,225.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

Contract / Revision	Alt Order #
120263 /	6402873

Contract Dates	Product	Estimate #
11/03/12 - 11/06/12	11/2-11/6	

Advertiser	Original Date / Revision
David Rouzer for Congre	11/02/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 9	WRAL	11/04/12	11/04/12	Follows Late Ftbll/Bball	11:30pm-12:05am		:30			NM	1	\$2,225.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$2,225.00			
N 10	WRAL	11/03/12	11/03/12	WRAL 6a News Sat	6-8a		:30			NM	1	\$400.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$400.00			
N 11	WRAL	11/03/12	11/03/12	WRAL News Sat. 9a-9:30a	9:00a - 9:30a		:30			NM	1	\$400.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$400.00			
N 12	WRAL	11/03/12	11/03/12	CRIMINAL MINDS	1135-1235XM		:30			NM	1	\$225.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$225.00			
N 13	WRAL	11/04/12	11/04/12	WRAL Sun Morning News	7-9a		:30			NM	1	\$490.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$490.00			
N 14	WRAL	11/04/12	11/04/12	Face The Nation 1030-1130	1030-1130		:30			NM	1	\$490.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$490.00			
N 15	WRAL	11/05/12	11/05/12	Mon Hour 1	8-9p		:30			NM	1	\$5,000.00
		CLASS 2 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$5,000.00			
N 16	WRAL	11/03/12	11/03/12	ACC Football	12N-330P		:30			NM	2	\$2,220.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				2	\$1,110.00			
N 17	WRAL	11/04/12	11/04/12	NFL Football (Early)	1p - 4:30p		:30			NM	2	\$3,560.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				2	\$1,780.00			
N 18	WRAL	11/04/12	11/04/12	NFL (Late)	4-730p		:30			NM	1	\$3,555.00
		CLASS 3 CANDIDATE R9.26										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$3,555.00			
Totals											25	\$29,810.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	25	\$29,810.00	\$25,338.50
Totals	25	\$29,810.00	\$25,338.50

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Signature: _____ Date: _____

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